

## Travel and Tourism Curriculum Planning KS4

The BTEC Tech Award suite is an introduction to vocational learning. The qualifications give learners the opportunity to build skills that show an aptitude for further learning, both in the sector and more widely. The approach to the suite is based on well-established BTEC assessment approaches that are proven to be successful in building skills and motivating learners to engage fully with challenging study. Assignments will support learners in drawing knowledge and understanding from across the qualification. The majority of teaching and learning takes place in year 9 and 10. For the cohort starting in year 9 (2021) they will have a recap component 3 in year 11 when they take their exams, this is due to the timings of the qualification.

### Year 9

Component 1: Travel and Tourism Organisations and Destinations		Component 2: Customer Needs in Travel and Tourism	
Aim A: Demonstrate an understanding of the UK travel and tourism industry	Aim B: Explore popular visitor destinations	Aim A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends	Aim B: Recognise how the needs and preferences of travel and tourism customers are met.
<p>To know:</p> <ul style="list-style-type: none"> <li>• The major components of the UK travel and tourism industry</li> <li>• Ownership of travel and tourism organisations</li> <li>• Aims of travel and tourism organisations</li> <li>• How travel and tourism organisations work together</li> <li>• The role of consumer technology in travel and tourism</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Describe the type and purpose of each organisation: tour operators; travel agents; accommodation providers; tourist attractions; tourism promotion; transport providers; conference and events; regulators</li> <li>• Explain the organisation's aims</li> <li>• Explain how the organisation works with other organisations to meet its aims</li> <li>• Assess how each organisation work together.</li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>• Tourism destinations</li> <li>• Different types of travel and tourism activities</li> <li>• Popularity of destinations with different visitor types</li> <li>• Travel options to access tourist destinations</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Identify the type of destination</li> <li>• Describe the features of the destination that appeal to the visitors, for example geographical features, accommodation available, accessibility, facilities, local tourist attractions</li> <li>• Describe the types of visitor at the destination</li> <li>• Describe their reasons for travel</li> <li>• Evaluate how the features increase the appeal of the destination for visitors</li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>• Types of market research</li> <li>• How travel and tourism organisations use research to identify customer needs and preferences</li> <li>• How travel and tourism organisations may use research to identify travel and tourism trends.</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Using a case study learners evidence advantages and disadvantages of different types of market research.</li> <li>• Use a case study to develop their application of knowledge and understanding of how organisations use market research to identify travel and tourism trends and identify customer needs and preferences.</li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>• Customer needs and preferences</li> <li>• How travel and tourism organisations provide different products and services to meet customer needs and preferences.</li> <li>• Customer needs and different types of travel</li> <li>• Travel planning to meet customer needs and preferences</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Apply their understanding by exploring how specific needs are met by a case study organisation</li> <li>• Plan a trip to meet customer needs and preferences.</li> <li>• Analyse the response a company has made to travel and tourism trends.</li> </ul>

## Year 10

Component 3: Influences on Global Travel and Tourism		
Aim A- Factors that influence global travel and tourism	Aim B- Impact of travel and tourism and sustainability	Aim C- Destination management
<p>To know:</p> <ul style="list-style-type: none"> <li>Factors influencing global travel and tourism (including economic, political, natural, media, safety, health)</li> <li>Response to factors</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>Interpret data and graphical information in relation to these factors</li> <li>Explain the positive and negative influences of different factors on global travel</li> <li>Explain how these factors can affect global tourist destinations and travel and tourism organisations.               <ul style="list-style-type: none"> <li>Use evidence to demonstrate how organisations respond to influential factors.</li> </ul> </li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>Positive and Negative impacts of tourism</li> <li>How social impacts can be managed sustainably</li> <li>How economic impacts can be managed sustainably.</li> <li>How environmental impacts can be managed sustainably</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>Demonstrate a high level of knowledge and understanding of the impact of tourism on destinations.</li> <li>Assess whether the impact is positive or negative and how it can be managed in a sustainable way.               <ul style="list-style-type: none"> <li>Make connections between the concepts and processes impacting destinations.</li> </ul> </li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>Stages of tourism development.</li> <li>The role of local and national governments in destination management</li> <li>The importance of partnerships in destination management</li> </ul> <p>To know how:</p> <ul style="list-style-type: none"> <li>Interpret a destinations tourism development stage.</li> <li>Produce clear and valid recommendations on how destinations can manage and develop tourism.</li> <li>Make valid conclusions with clear, realistic and convincing justifications for the destination management.</li> </ul>